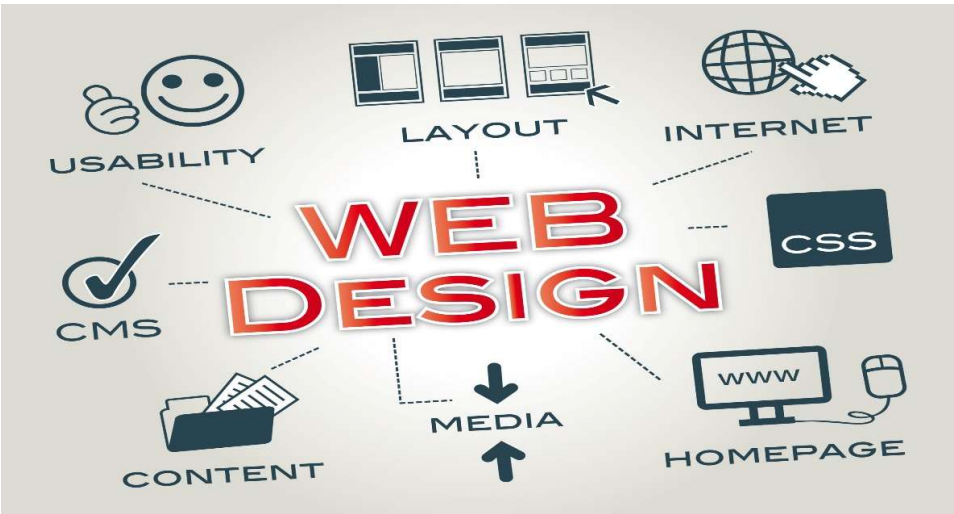
WEB DESIGNING AND ITS SCOPE

What is Web Designing?

Web designing is the planning, creation, and maintenance of websites. It focuses on the visual design, structure, and user experience of a website.

It involves two key aspects:

- **UI (User Interface) Design** → How the website looks (collars, fonts, images, layout).
- **UX (User Experience) Design** → How the website feels (easy navigation, mobile-friendly, smooth experience).
- Example: When you open Amazon, its design makes it easy to search, buy, and pay. That's web designing in action.



Core Elements of Web Designing

- **Layout** → Structure of a webpage (header, footer, menu, content).
- **Typography** → Fonts and text styling.

- **Colour Scheme** → Branding + visual appeal.
- **Graphics & Media** → Images, icons, videos, animations.
- **Navigation** → Menus, links, and buttons for smooth browsing.
- **Responsive Design** → Website works on desktop, mobile, and tablets.
- **Speed Optimization** → Faster loading improves user experience.
- **SEO-Friendly Design** → Helps websites rank on Google.

Tools & Technologies in Web Designing

🔹 Designing Tools

- Adobe Photoshop, Illustrator, XD
- Figma
- Canva (basic designs)
- Sketch

🔹 Web Development Basics

- **HTML** → Structure of the website.
- **CSS** → Styling and layout.
- **JavaScript** → Interactivity (sliders, pop-ups, forms).
- **Bootstrap / Tailwind** → Ready-made CSS frameworks.

🔹 Advanced

- WordPress / Shopify (for CMS & E-commerce websites)
- React / Angular (for modern front-end design)
- Web flow (no-code design tool)

Scope of Web Designing

Career Opportunities:

1. **Web Designer** – Focus on website visuals & layouts.

2. **UI/UX Designer** – Focus on user experience and testing.
3. **Front-End Developer** – Converts designs into live websites.
4. **Graphic + Web Designer** – Combines graphic design with websites.
5. **Freelancer** – Work with multiple clients worldwide.
6. **WordPress / Shopify Designer** – Build websites without coding.
7. **E-commerce Designer** – Specialize in online shopping websites.

Industries that Hire Web Designers

- IT & Software Companies
- Digital Marketing Agencies
- E-commerce (Amazon, Flipkart, Myntra, Shopify stores)
- Education (Schools, Universities websites)
- Healthcare (Hospitals, Clinics)
- Travel & Tourism Companies
- Real Estate Firms
- Startups & Small Businesses

Almost every industry needs a website → that means endless job opportunities.

Future of Web Designing

- **High Demand** → Every business going online.
- **Mobile-First Design** → Most users browse on mobile.
- **AI & Automation** → Smarter websites with chatbots.
- **AR/VR Websites** → Virtual shopping & tours.
- **3D & Interactive Websites** → More engaging experiences.
- **Freelancing Growth** → Platforms like Fiverr, Upwork, Freelancer.

Salary Scope

In India IN

- Fresher (0–1 yr): ₹15,000 – ₹25,000/month
- Mid-level (2–4 yrs): ₹40,000 – ₹70,000/month
- Senior / UI-UX Expert (5+ yrs): ₹80,000 – ₹1.5 Lakh/month

Abroad

- Fresher: $2,500 – $4,000/month
- Experienced: $5,000 – $10,000+/month

Freelancers can earn ₹50,000 – ₹2 Lakhs/month depending on clients & projects.

Skills Required for Web Designing

- Creativity & Imagination
- Knowledge of HTML, CSS, JavaScript
- UI/UX Design Principles
- Graphic Design Basics
- Responsive Design
- SEO Knowledge

- Communication Skills (to understand clients)

Best Courses to Learn Web Designing

- **Short-term Diploma Courses (3–6 months)** → Learn basics of design & coding.
- **Certification Courses Online** (Coursera, Udemy, Skillshare, Google)
- **Full Degree Courses** (B.Sc. in Web Design, Multimedia, Computer Science)
- **Specialized Courses** (UI/UX, Graphic Design, Front-End Development)

🎯 Conclusion

Web designing is a fast-growing career with opportunities in India and abroad.

- It needs a mix of creativity + technical skills.
- You can work in companies OR as a freelancer.
- High salary growth & demand in the future.
- Perfect for people who love design, technology, and creativity.

Excellence Technology – Branch Details

Excellence Technology is an ISO-certified IT training and software development company based in Mohali and Chandigarh. It offers courses in web designing, programming, AI, mobile apps, and digital technologies with live project training. The company also provides job placement assistance and works on international client projects. It's a good option for skill development, though salary growth depends on experience.

Excellence Technology offers courses in Web Designing, Full Stack Development, Java, PHP, Python, Android, Graphic Designing, and Digital Marketing. Training includes 6 weeks to 6 months programs with live projects, certifications, and placement support.

Branch Full Address Courses Offered Training Type

Certification & Placement

Dharamshala Building No. 336A, 2nd Floor, Above IndusInd Bank, Civil Bazar, Dharamshala, Himachal Pradesh – 176215, India Web Designing, Full Stack Development, Digital Marketing, Java, Python, PHP, Graphic Designing Practical & Project-Based Yes, certification + placement support